

Media Alert



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ST. LOUISANS “PAY IT FORWARD”

Who’s the fortunate recipient? Don’t miss “Sam’s Day.”

ST. LOUIS, MISSOURI, October 17, 2007—St. Louisans are generous. The latest proves again how much they continue to “pay it forward,” with no thought of self-recognition.

The un-knowing recipient of the upcoming generosity of St. Louisans is a small business entrepreneur trying to get his business off the ground. So – how is this worthy of the national outpouring of generosity that has occurred within the past week?

Meet small business owner Sam Malek. Born in Egypt two months premature, Sam was literally disposed of in a trashcan until he was discovered. Sam was born with Cerebral Palsy. In his early childhood, Sam came to America to learn to walk, and he spent his childhood and teenage years being raised by Shriners. During his life, Sam has undergone 29 operations, with the last operation occurring in the past

couple of years. At that time, he was given less than a 10% chance to live. His doctors said he would never leave his hospital bed.

About four months ago, Sam felt led to open this little coffee stand, and he took out a second mortgage on his home. Although Sam is still “in the red,” he states that he knows in his heart he is meant to be in that little coffee shop, where he is employing other disabled people and trying to show them the value of working and providing good customer service.

What is Sam’s Day?

Entrepreneur and National Motivational Speaker Laurie Calzada conceived the idea of “Sam’s Day.” Ms. Calzada stated, “I couldn’t rest until I shared Sam’s Story with the people I know. I simply mentioned the idea of having a ‘Sam’s Day’ at my annual golf tournament and sent out a few email fliers. The next thing I knew, it had spread like wildfire. I simply started out wanting to help Sam get a few more customers. Little did I know the impact it would have...”

Not only has a flood of emails been received from St. Louisans asking how they can help, but emails have been pouring in throughout the nation – as far-reaching as California, New York, Florida, and Canada. One email from Chicago asked for directions to Sam’s Coffee Shop.

Emails were distributed over the past week, encouraging St. Louisans to take time out of their day on Friday, October 19, 2007, any time between 6:30 a.m. to 5:00 p.m., to go see Sam. Located at 14240 Manchester Road in Ballwin, Missouri, Sam’s tiny stand, Every Day’s a Sundae, advertises that they sell “More than coffee” (*much* more).

In St. Louis, many have teamed up to help Sam so he isn't overwhelmed, because Sam doesn't know this is about to happen (his sons keep deleting the emails he's receiving throughout the country so it remains a surprise!). Some of the companies donating their employees and products are: **St. Louis Bread Company, Chauvin Coffee, Anheuser-Busch, Sonic, U.S. Foodservice, Sam's Club, Gaffney Sports, Party Pastry, XTRA Lease, Graphic Connections, Dynamic Approach, and Dierberg's.**

Interestingly, the most dedicated company helping with this project is the St. Louis Bread Company, which is sending three of their own managers and employees to help brew the coffee during the morning and afternoon shift, and is also donating bagels for the morning rush. When asked why one of Sam's main competitors on Manchester Road would be so dedicated to the success of Sam's Day, Joann Stauffer, general manager at the St. Louis Bread Company Des Peres, stated, "It is important to be a good neighbor... When someone is in need, we want to lend a helping hand – no matter who that person may be."

Calzada, president and CEO of Dynamic Approach, remarks that, "What people don't know about Sam is that he donates a percentage of his revenue to other organizations and individuals who work with disabled people. I was so touched by how Sam does everything he can for others with so little. What a great opportunity to 'pay it forward' to one who already does."

For more information, go to www.samsday.com.

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